



Building Value into Your Home

Registered

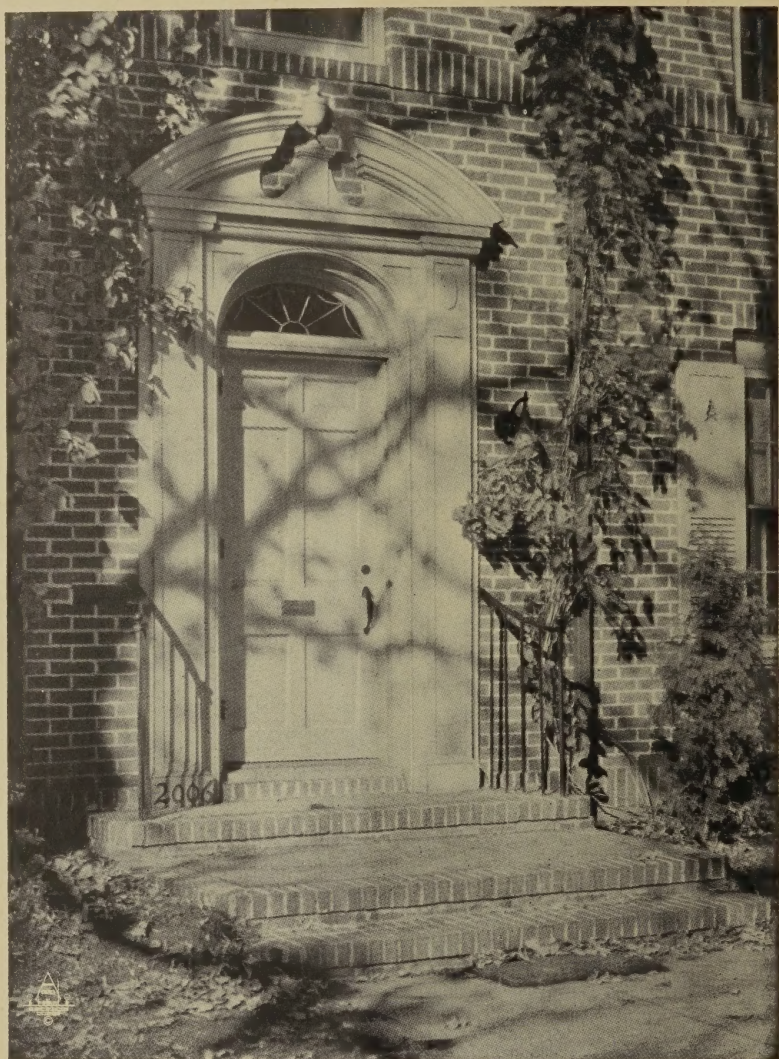


U. S. Pat. Office



The Architects' Small House Service Bureau, Inc.

ROOM 1014 - 101 PARK AVENUE



*Fine architecture is not a happy
accident of design. It is the
result of conscious effort on the
part of a trained architect.*

ADDING *Extra* VALUE



HOMES under construction have an unusual interest for us all—particularly if our own desire for a home is insistent. Sunday morning seems invariably to draw us toward some slowly shaping house, with its open studding, its ladder stairs, and its nameless spaces.

But what is it we see in such an exploration? The chances are that even though we revisited this house each week until its completion—we would be conscious only of the gradual transformation of space into rooms—the finishing of a skeleton framework into a house. We would understand in a general way, of course, how insulation, lath, plaster, wall paper, siding, shingles, flooring, trim, brick were applied. The obvious details we would see—and might be able to judge if they were executed well. But would we be in a position to judge if the lumber were well seasoned, if the brick were well burned, if the wiring were up to standard specifications, if the flue lining and backing were adequate, if the plumbing, the heating equipment, the concrete work, represented true value for the money spent?

When we looked at the finished house we might decide that its design and appearance had fallen short of our hopes—that the arrangement of space was awkward—that for the cubical content there was not the liveable area that we would expect—and yet we might not understand why.

Value, good taste, economy of space, are not built in after a dwelling is completed—they must be specified before it is started. *The fate of a house is sealed in its blue prints and specifications before the ground is broken.*

Extend your Sunday excursions beyond homes that are partly built—look carefully at homes that are one year, two years, five years old. Poor construction is seldom apparent in a new house,

but as a house ages, short-cuts in construction—compromises with good quality or good taste—become glaring testimonials of bad judgment.

Your home must not give evidence of hastily reached decisions, of improperly conceived alterations, of unwise “economies.” What you will require of your home must be completely anticipated in the plans from which your contractor must build.

It is for the architect, qualified by professional training and experience, to create the general form and detailed style of the home. It is for him to plan the size, shape and location of the necessary rooms so as to secure the maximum of liveable space conveniently arranged. It is for the architect to prepare detailed working drawings and specifications to be used in the construction of the house—completely pictured and written instructions to the contractor covering every construction step and every interior and exterior detail.

The following pages tell how architectural help may be secured at a very small cost to insure the building of extra value into your home. The professional service plan which has been made available through the Architects’ Small House Service Bureau, was created in a public spirited effort to protect American citizens in what is perhaps their most important investment—a home.

We urge a careful reading of the outline of service that follows, feeling that your satisfaction in your future home can be, as a result, materially increased.



The ARCHITECTS' SMALL HOUSE *Service Bureau*



AS Herbert Hoover put it, "One of the most hopeful signs in the period since the War has been the formation of the Architects' Small House Service Bureau." The tendency toward simplicity, compactness, and economy of space has served to emphasize the need of architectural design and supervision in homes of moderate size. Only through the co-operative plan of organization of The Architects' Small House Service Bureau has it been possible to secure for even the smallest home the technical knowledge and creative skill of nationally recognized architects at a purely nominal fee.

The Architects' Small House Service Bureau is a public service organization operating on an essentially non-profit-making basis. Its membership is made up of prominent architects from all parts of the country—leaders in their profession who are contributing their time and thought generously to the improvement of small home architecture.

The Architects' Small House Service Bureau operates under the endorsements of the American Institute of Architects and of the Department of Commerce of the United States. As a professional bureau it has no interest in furthering the sale of any specific types or brands of materials or equipment. There are no subsidies or contributions from commercial enterprises or trade groups to prejudice a completely unbiased point of view.

The service of the Architects' Small House Service Bureau has been created from start to finish to protect the home builder from unsound building practices and to assure him the sort of house he wants and should have for the money he will invest.

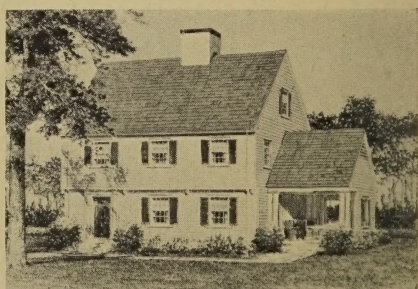
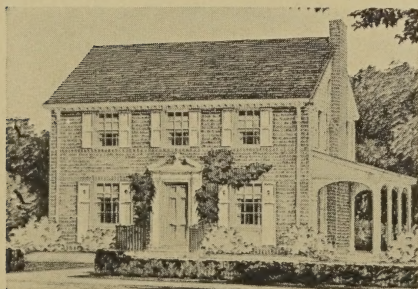
HOMES of SOUND VALUE *in Every Style*



Good Design Is Always Conservative

Personal taste finds an opportunity for expression in the style or general form of the home. Strictly speaking, of course, all of our homes today are Modern American in style. Though the essential motive may have been borrowed from another land and another period, still present day refinements in materials, equipment and conveniences have forced many modifications in the original pattern. It is only in the general mass or in the correctness of small architectural details that the modern small home classifies itself according to style.

In considering the style of your home, disregard the vogue of the moment, eliminate the house that is freakish, select rather what seems to you to be the most interesting modern example of a style whose popularity has lived through centuries. Choose a home whose well-planned interior gives a practical explanation for every gable or dormer, every sweep of the roof.



The PLAN *for* YOUR HOME



ANY persons feel that they cannot afford to engage an individual practicing architect to interpret their ideas into the design and construction of their home. Instead they prefer to study a large number of completed plans and to select one that fills all of their requirements.

It was to meet this situation and to make it possible for the builder still to have the advantage of professional help that leading architects have co-operated in making The Architects' Small House Service Bureau a clearing house for the best in small house design and a laboratory for the elimination of waste and the raising of standards in home building.

Many hundreds of homes, models of good taste, convenience and lasting value, have been designed and placed in the service. Most of them have been assembled in one of the Bureau plan books, illustrations of which will be sent upon request.

You will undoubtedly find in these books a number of plans that will combine just the arrangement of rooms and just the exterior style that you have visioned in your mind for your home. A study of the plans shown will at the same time help to clarify your ideas and to suggest little conveniences that had not occurred to you.

If any difficulty is experienced in finding just the right plan in any of the collections, the Bureau will submit additional suggestions from its files. If necessary, the Bureau will arrange for the making of minor changes in any plan to make it fit individual needs.

The Bureau urges the prospective home builder to secure the services of his local worthy architect. Even though Bureau plans are used, the architect's service as counselor and as supervisor of construction will prove to be of inestimable value. He is indispensable.

WHAT THE COMPLETE HOME

Home Building Documents



FEW people appreciate the vital importance of adequate documents to the success of a building. Many even feel that they may "borrow" a design that they have seen published somewhere, change it around a bit, and be quite safe in letting some contractor or builder guess at the dimensions, the specifications, the interior details, and the exterior elevations that do not appear in the perspective. It should be obvious, however, that such a course can result only in higher costs and the risk of a much lower standard of construction.

Architects' Small House Service Bureau documents will be welcomed by every one with whom you come in contact in the building of your home. Contractors will give you a closer figure because guess work has been eliminated and construction can proceed rapidly. Banks and real estate mortgage companies will allow a more favorable loan since the value of the completed house can be definitely and surely appraised. Furthermore, Bureau documents call for a high grade of workmanship and the use of materials that will insure long life.

Your purchase covers *three* complete sets of detailed blue prints, *three* sets of specifications, *three* quantity surveys, and *two* forms of contract agreements, documents which if followed closely will assure you a full measure of value for your investment.

An Outline

The modest fee asked for a set of documents to the complete home building documents for a well designed house is a privilege, and, at reason-
and revision service.

The Fee

The regular fee is based on the rate of \$6.00 a principal room with 50c more for packing and postage. By principal rooms meant living room, dining room, kitchen and bedrooms. Hall, porches, sewing rooms and bathrooms are not counted. Thus the charges are as follows:

3 room house.....	\$18.50
4 room house.....	24.50
5 room house.....	30.50
6 room house.....	36.50

PLAN SERVICE INCLUDES

Special Services



THROUGHOUT the period during which your home is under construction the Architects' Small House Service Bureau is at your service. Puzzling problems and difficulties of one sort or another are bound to arise. What a satisfaction it is to know that they may be referred to this professional body for a practical solution. No further charge is made for this technical advisory service by correspondence—it is included in the fee charged for documents and is yours to use to the best advantage.

Should your individual requirements make necessary some minor change in your plan, such as the relocation of a door, pantry, lavatory, breakfast nook, or the addition or elimination of a fireplace, porch or sun room, you are entitled to the services of our expert architectural draftsmen at a reasonable rate for the time involved. Changes of this kind should not be made arbitrarily, however. Here again you have the advantage of professional advice.

If you desire personal assistance from an individual architect this can be arranged on an hourly basis through one of the Regional Offices of the Architects' Small House Service Bureau.

Divisional Bureaus are maintained for the convenience of home builders in the following cities: Boston, Chicago, Denver, Indianapolis, Minneapolis, New York, Pittsburgh, Seattle and St. Louis.

Service Costs

Each plan entitles the purchaser to service. He receives all necessary documents, an unlimited by-mail consultation, an architect's alteration

Extra Blue Prints

Ordinarily the number of documents supplied with the original service are all that will be required. Extra copies, however, may be had at the following rates:

Blue prints on paper.....	\$3.00
Blue prints on cloth.....	5.00
Specification forms	1.00
Quantity surveys	2.00
Forms of agreement, each....	.15
Revision sheets, each.....	.50

AN ASSURANCE of VALUE



Blue Prints That Are Completely Detailed

Value can only be assured when detailed working drawings, complete specifications, and definite special agreements are made a part of your contract. The documents supplied by the Bureau are for your protection. When filled in and signed they are an assurance of an extra measure of value in the home you are building.

To accept, through a false idea of economy, blue prints or block plans that are as incomplete as most stock services are, and that carry either no specifications or specifications commercialized to fit certain products, is to make the most costly mistake in home building.

WORKING DRAWINGS



THE contractor must have working drawings to follow in building a home. The more accurate and complete these drawings are, the more efficient will be his work. A contractor can bid much more closely on a set of Architects' Small House Service Bureau plans because he can be sure that there are no omissions or duplications and that he will be able to handle the construction at a considerably lower cost to himself.

The working drawings and details give the contractor the complete instructions which are needed in his work. They are drawn accurately by most competent draftsmen and every detail has been carefully checked and re-checked. Wherever possible the plans are designed to permit the use of stock lengths of lumber and standard sizes of other materials. Every effort has been made to eliminate waste and reduce the cost of good construction. If Bureau plans are closely followed, you may feel sure that your home has been soundly built and has the greatest margin of value that the investment which you have made could secure.

Few people realize the difference between an ordinary "cheap" set of blue prints and a set of complete detailed working drawings such as the contractor should have to guarantee economy. Few understand how easily a pleasing architectural effect may be destroyed by a thoughtless change in the plan. Purchase the best documents obtainable and follow them closely.

Quantity Survey

Included in the service of the Bureau is another document called the Quantity Survey, in which is shown the sizes and quantity of the various materials required in the building of the house you have selected. It enables different contractors to figure on essentially the same basis and protects the owner against excessive allowances.

OTHER DOCUMENTS

Specifications



THE specifications supplement the working drawings and are, in fact, your written instructions to the contractor covering the various materials and equipment which he is to use and the character of workmanship that you will require in the building of your home. Specifications eliminate the possibility of later misunderstanding or disputes and are your protection in securing exactly the home which you are asking your money to buy.

Bureau specification forms are necessarily made open, leaving the brand name or type of product or material to be specified either by the owner himself, or preferably by the owner in consultation with his local architect. Direct questions, addressed to the Bureau, regarding competing brands of merchandise are answered from an unbiased professional viewpoint in as fair and complete a way as possible.

Through the use of complete specifications, the owner knows exactly what to expect in the way of materials and workmanship and the contractor knows just what he must do to fulfill his contract.

Form of Agreement

The fourth document, the form for the "Agreement Between Contractor and Owner," is based on the standard legal forms approved by the American Institute of Architects. It is the printed agreement that you sign with your contractor by which he promises to deliver your completed house in accordance with the plans and specifications, and by which you promise to pay him an agreed-upon sum at a definite time. It is a carefully prepared legal instrument and is a necessary safe-guard to both parties.

PLANS *on* APPROVAL



OUR final decision regarding any plan will, of course, be influenced by the cost of building the home. Although the Bureau can give you a general idea of the price range into which any of their designs would fall, it would be impossible to give an exact figure. Variations of as much as 30 per cent sometimes occur in the cost of houses built from the same plans in the same town.

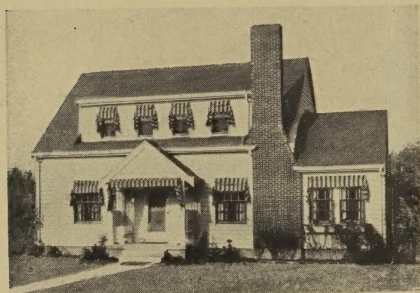
To allow you to secure accurate cost estimates the Bureau will supply complete sets of documents for any of its houses on approval. You may then submit them to different contractors for bids and thus learn what the exact cost would be to build the home in your own city, furnished and equipped as you wish it.

The approval service is handled in this way. You place your order for plans of a certain design and send in your check for the full amount of the service fee, according to the established rate. A 15-day period is allowed, after you have received the plans, for you to secure whatever bids you wish to have made.

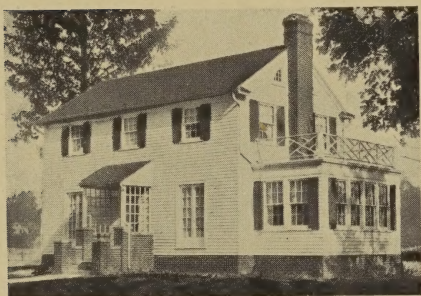
If the approval privilege is exercised and the plans returned, a service charge of \$5.50 will be deducted from your deposit, and the balance will be returned to you. If drawings or other documents are worn or soiled, a small replacement charge would be also deducted at the following rate: Blue prints, \$3.00 a set; Specifications \$1.00 each; Quantity surveys, \$2.00; and Forms of Agreement, 15c each.

If drawings are kept, your original deposit is considered payment in full for the service and no charge is made for the approval privilege. Should costs run higher than you expected, or should you encounter any other difficulties, for analysis and suggestions you may submit your problems to the Architects' Small House Service Bureau.

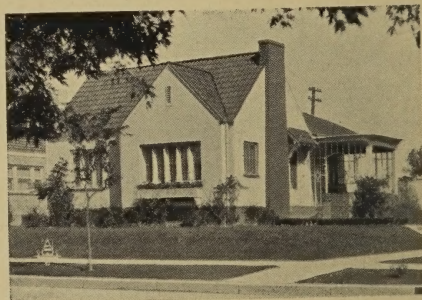
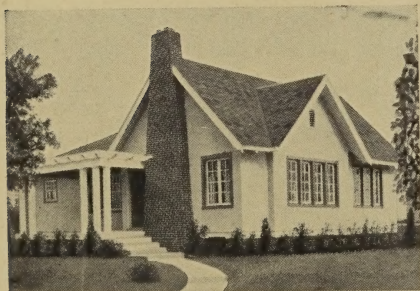
HOW MINOR CHANGES



Compare these designs. See which you like the best. We are sure you will choose the one having the best architecture. Simple forms look better, often cost less, last longer.



These, also are alike as to general plan and arrangements. But how different in appearances. Little things have made them so. Choose.



In one case the architect's work was set aside. Costs were not lowered by making the changes. Houses built without plans often show these poorer qualities.

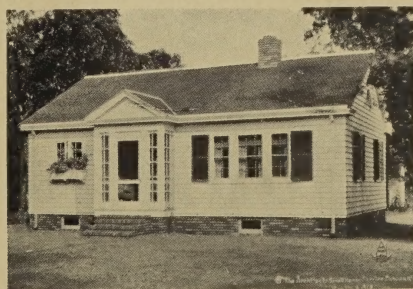
AFFECT TRUE QUALITY



And now compare these. Literally thousands of homes like the unarchitectural one can be found, few of the other. The same amounts of labor and material are there.



Two more. With one the architect controlled; with the other endless hours of expert study were put aside for the casual opinion of the moment.



The height of the foundation wall may seem unimportant, yet architects know it is vital in the small home. The handling of details makes architecture or misses it.

Address your communication to your nearest
Regional Bureau Headquarters as follows:

BOSTON, MASS., 11 Beacon St.

The New England Division, Inc.

CHICAGO, ILL., 10 N. Clark St.

The Central Division, Inc.

DENVER, COLO., 1197 Stout St.

The Mountain Division, Inc.

INDIANAPOLIS, IND., 333 N. Pennsylvania St.

The Lake Division, Inc.

MINNEAPOLIS, MINN., 1200 Second Ave. S.

The Northwestern Division, Inc.

NEW YORK, N. Y., 101 Park Ave.

The Atlantic Division, Inc.

PITTSBURGH, PA., 1210-A Chamber of Commerce Bldg.

The Potomac Division, Inc.

ST. LOUIS, MO., 777 Clara

St. Louis Office.

SEATTLE, WASH., 721 Virginia St.

The North Pacific Division, Inc.

Employ your local worthy architect even if you should use these Bureau plans. His service, as your professional advisor and as inspector of your house construction, will be worth many times the fair fee he will charge.